Dear Friends, Colleagues, and Corporate Partners,

On behalf of the American Academy of Child and Adolescent Psychiatry (AACAP), I am honored to invite you to AACAP’s 60th Annual Meeting on October 22-27, 2013 in Orlando, Florida.

For sixty years our Annual Meeting has become an important platform for child and adolescent psychiatrists and other allied professionals to learn, share, debate, and discuss the latest developments, new techniques, and best practices in the field of child and adolescent psychiatry.

Between seven and 12 million American youth suffer from mental, behavioral, or developmental disorders at any given time. AACAP is the leading national professional medical association dedicated to treating and improving the quality of life for children, adolescents, and families affected by these disorders.

I am extremely proud to announce the 60th Annual Meeting Sponsorship Program. We created a program guaranteed to maximize your company’s exposure and make the most of your marketing budget. The Annual Meeting draws more than 4,000 child and adolescent psychiatrists and other allied professionals making it the largest meeting of child psychiatrists in the world!

Please review our sponsorship opportunities and see what best fits your needs. Also, know that our Development team is ready to work with you to customize a sponsorship plan that will meet your brand, revenue, and philanthropic goals.

Regardless of which level of sponsorship you choose, you will receive promotional value that far exceeds your expectations. Engage your audience and take full advantage of the myriad of sponsorship opportunities. Build your brand and showcase your company’s unwavering support of children’s mental health.

I like to think of the AACAP membership as heroes. Their steadfast compassion and dedication to helping children and families is unparalleled. This is your opportunity to support children’s mental health. *Together we can all be heroes.*

I look forward to welcoming you to Orlando!

Sincerely,

Heidi B. Fordi,  
Executive Director  
AACAP
Why Children Need You

- 13% of youth age 8-15 have a mental illness severe enough to cause significant impairment in their day-to-day lives
- 79% of children 6-17 with mental illness do not receive treatment
- Nearly 50% of students age 14 and older with mental illness drop out of high school (the highest rate of any disability group)
- Onset of major mental illness occurs between 7 to 11 years old
- Studies indicate on average the delay between first onset of symptoms and treatment is 8 to 10 years
- Mental illnesses not treated in childhood result in an estimated $140 billion in annual productivity and income losses to businesses

How You Benefit

- Brand positioning
- Access to more than 4,000 child psychiatrists and key decision makers at more than 120 academic institutions and 100 hospital-based child psychiatry programs
- Online recognition of your organization on AACAP’s website
- Access to attendees in private-practice, or multi-group practices

WHO WE ARE

Established in 1953 and comprised of over 8,600 child and adolescent psychiatrists, we pride ourselves on providing direction, and responding quickly to new developments in addressing the health care needs of children and their families.

Our focus is to promote an understanding of mental illnesses and remove the stigma associated with them; advance efforts in prevention of mental illnesses; and assure proper treatment, and access to services for children and adolescents.

Year after year, AACAP’s Annual Meeting continues to be the optimal learning, networking, and career-building experience for child and adolescent psychiatrists in the world!

As a sponsor you will:

REACH
Maximize your exposure and visibility by making the 60th AACAP Annual Meeting part of your marketing efforts. The most-attended AACAP event of the year, AACAP’s Annual Meeting represents the largest gathering of child and adolescent psychiatrists in the world!

CONNECT
With more than 4,000 attendees, AACAP’s 60th Annual Meeting is your opportunity to connect face-to-face with an engaged, informed, and invigorated audience.

COMMUNICATE
Promotional and sponsorship opportunities don’t just happen at AACAP’s 60th Annual Meeting—sponsorship benefits can start before and continue after the Annual Meeting through online, print, and digital messaging opportunities.

For more information, contact AACAP’s Development Department by phone at 202.966.7300 or by email at development@aacap.org.
SPONSORSHIP LEVELS

⭐ Super HERO Level: $125,000

Includes:

- **Registration & Invitations**
  - Eight complimentary Annual Meeting general registrations
  - Four invitations to the Sponsorship Roundtable held at the Annual Meeting
  - Four invitations to the President’s Reception with AACAP leaders and prominent donors

- **Recognition & Signage**
  - Exclusive sponsorship of AACAP’s Cyber Café in the Exhibit Hall
  - Premium recognition as a supporter of AACAP’s Wifi network
  - Prominent recognition at Annual Meeting Registration, the Welcome Reception, and the Karl Menninger, M.D. Plenary

- **Advertising**
  - Three full-page ads in an issue of AACAP News — viewed by more than 8,600 and available online and in print
  - A one-page ad in the Exhibits Guide, distributed to all meeting attendees

⭐ Action HERO Level: $75,000

Includes:

- **Registration & Invitations**
  - Six complimentary Annual Meeting general registrations
  - Three invitations to the Sponsorship Roundtable held at the Annual Meeting
  - Three invitations to the President’s Reception with AACAP leaders and prominent donors

- **Recognition & Signage**
  - Recognition as a supporter of AACAP’s Wifi network
  - Prominent recognition at Annual Meeting Registration, the Welcome Reception, and the Karl Menninger, M.D. Plenary

- **Advertising**
  - Two full-page ads in an issue of AACAP News — viewed by more than 8,600 and available online and in print
Wonder HERO Level: $50,000

Includes:

- **Registration & Invitations**
  - Three complimentary Annual Meeting general registrations
  - Two invitations to the Sponsorship Roundtable held at the Annual Meeting
  - Two invitations to the President’s Reception with AACAP leaders and prominent donors

- **Recognition & Signage**
  - Prominent recognition at Annual Meeting Registration, the Welcome Reception, and the Karl Menninger, M.D. Plenary

- **Advertising**
  - One full-page ad in an issue of AACAP News — viewed by more than 8,600 and available online and in print

Be a HERO for Children’s Mental Health!

*Invest Today!*

For more information, or to build a sponsorship plan to your specific needs, contact AACAP’s Development Department via email at development@aacap.org or by phone at 202.966.7300.
Be a HERO & Invest Today!

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★ Mega HERO Level: $25,000

Includes:

- **Registration & Invitations**
  - Two complimentary Annual Meeting general registrations
  - One invitation to the Sponsorship Roundtable held at the Annual Meeting
  - One invitation to the President’s Reception with AACAP leaders and prominent donors

- **Recognition & Signage**
  - Prominent recognition at Annual Meeting Registration, the Welcome Reception, and the Karl Menninger, M.D. Plenary

- **Advertising**
  - One half-page ad in an upcoming issue of AACAP News—viewed by more than 8,600 and available online and in print

★ Sidekick HERO Level: $10,000

Includes:

- **Registration & Invitations**
  - One complimentary Annual Meeting general registration
  - One invitation to the Sponsorship Roundtable held at the Annual Meeting
  - One invitation to the President’s Reception with AACAP leaders and prominent donors

- **Recognition & Signage**
  - Prominent recognition at Annual Meeting Registration, the Welcome Reception, and the Karl Menninger, M.D. Plenary

- **Advertising**
  - One quarter-page ad in an upcoming issue of AACAP News—viewed by more than 8,600 and available online and in print
Everyday HERO Level: $2,500

Includes:

- Recognition & Signage
  - Prominent recognition at Annual Meeting Registration, the Welcome Reception, and the Karl Menninger, M.D. Plenary

ADDITIONAL BENEFITS

All Sponsors are entitled to the following additional benefits:

- Company name listed on a welcome flyer placed in attendee registration bags
- Recognition as a sponsor on the AACAP website and on an eight-foot sign in the Exhibit Hall
- One free job posting on AACAP’s JobSource
- Recognition in select AACAP publications including:
  - Annual Meeting Registration Magazine - distribution 3,000 print and over 300,000 online view in 2012
  - Annual Meeting Program Book - distribution 4,000 print
  - Exhibits Guide - distribution 4,000 print
  - Honors Book - distribution 1,000 print
  - AACAP Annual Report - distribution 1,500 print and online

Be A HERO!
Invest Today!
AACAP Mission Statement

Promote the healthy development of children, adolescents, and families through research, training, prevention, comprehensive diagnosis and treatment, and to meet the professional needs of child and adolescent psychiatrists throughout their careers.